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November 20, 2002

Via Federal Express

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Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

EX PARTE OR LATE FILED

Re: WC Docket No. 02-307 Ex Parte #1
271 Application of BellSouth Telecommunications

Dear Ms. Dortch:

Supra Telecommunications & Information Systems, Inc. ("Supra") is hereby filing a reply to BellSouth Telecommunications, Inc.'s ("BellSouth") letter of November 15, 2002 to the Federal Communications Commission ("FCC") in connection with BellSouth's 271 Application for authorization to provide InterLata services in Florida and Tennessee. The FCC requested that BellSouth provide information regarding whether BellSouth's winback policy is not based on the use of customer proprietary network information in violation of 47 USCA § 222. In its letter of November 15, 2002, BellSouth responded to the FCC as follows:

Any information used by BellSouth's retail operations to develop lists of former customers that are potentially eligible for promotional offerings, including winback promotions, are obtained from retail information sources in a manner consistent with the requirements of the Commission's rules, Section 222 of the Act, and any applicable state or local requirement.

BellSouth's response to the FCC is misleading and contrary to evidence BellSouth furnished Supra involving BellSouth's winback operations in the state of Florida. At the very least, BellSouth's response is disingenuous in that BellSouth is simply diverting attention from the source of the problem. Winback and its various components, including lead generation, telemarketing, promotions and mailers, start from the LCSC. First, BellSouth's retail operation neither develops nor compiles lists of former customers or customers at risk for competitive disconnects. Such is delegated to a dedicated organization – a collaborative interaction between BellSouth Marketing and BellSouth's systems comprised within its "Operation Sunrise." Operation Sunrise is the operative name for BellSouth's table of databases, information systems and processing units. Even more pertinent is that in its proactive winback campaigns, BellSouth

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Retail has little or no contact with customers. Such is left to the BellSouth Direct Marketing Center, the Inbound Telemarketing Vendors and the Outbound Telemarketing Vendors.

Second, BellSouth's Local Service Winback leads are generated by systems other than these used by its Retail Divisions. This Commission is well aware that BellSouth uses its Regional Navigation System ("RNS") and Regional Ordering System ("ROS"), and that these systems do not perform functions and operations associated with CLECs disconnects. BellSouth has consistently argued in proceedings before the Florida Public Service Commission that the only reason why it could not provide Supra with Direct Access to ROS and RNS is that these systems are incompatible with the USOC apparatus which it developed for working with CLECs. Indeed, when a customer converts to a CLEC – an automatic target for winback – BellSouth Local Camer Service Center ("LCSC") issues the competitive disconnect orders. The entire conversion process flows, not from ROS and RNS, but through Service Order Control Systems ("SOCS"). The competitive disconnects serve as triggers for winback eligibility and promotional targets. Admittedly, BellSouth populates its Sunrise tables using a daily Harmonized Feed from SOCS, which houses a large amount of Customers Proprietary Network Information ("CPNI"), of which the competitive disconnects are a component.

Third, BellSouth alleges that it purchases local toll winback leads from third party vendors. An absurd notion in that all such data are already recorded in BellSouth's own switches and systems. To wit, when a CLEC perfects an LPIC – a local toll – change, it is processed by BellSouth's own systems and is recorded within the BellSouth switches. In any event, BellSouth's retail operation could not conceivably have any input in that process. This local toll feed, which BellSouth allegedly purchases from third parties, contains mainly CPNI and is the type of information that BellSouth is barred from utilizing for its promotional offerings or other marketing purposes.

It is clear from the aforementioned that BellSouth has not been forthcoming with its response to the FCC regarding the generation of winback leads. The FCC must further inquire into BellSouth's practices, and conduct a full investigation to ensure that BellSouth's practices are not transgressing the CPNI rules, and further request input from the Florida and Tennessee CLECs. Areas of inquiry must include the following:

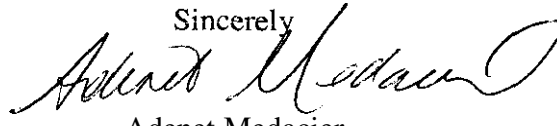
- * The Operations Support Systems ("OSS"), including databases, tables and sub-tables, involved in generating Winback leads, and the content of such OSS.
 - The OSS involved, including databases and tables, in feeding data to create these leads, and the content of such OSS.
 - Whether BellSouth purchase leads, and/or local toll feed from third parties, its reasons, and what data are encompassed within these leads and/or feeds.
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- How many different types of leads does BellSouth use for its winback operations.
- Who are the third party marketers that BellSouth uses for its winback operations.
- How do third **party** telemarketers obtain their leads, and what information they are given by BellSouth.

Supra requests to be a part of any inquiry involving BellSouth's winback practices and is willing to furnish information pertinent to this operation.

Sincerely

A handwritten signature in black ink, appearing to read "Adenet Medacier". The signature is fluid and cursive, with a large loop at the end.

Adenet Medacier

cc: Brian Chaiken, Esq.
